

Message Text

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61

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 261625Z NOV 74

FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC

SECSTATE WASHDC 2121

UNCLAS SANTO DOMINGO 4854

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: EMBASSY/PUERTO RICAN OFFICE COMMERCIAL ACTION
PLAN (CAP)

REF: A) SD 3884, SEPTEMBER 20, 1974

B) STATE 214271, SEPTEMBER 28, 1974

1. DURING VISIT TO PUERTO RICO NOVEMBER 18-20, AMBASSADOR,
ECON COUNSELOR, AND COMMERCIAL ATTACHE
VARIOUSLY DISCUSSED CAP WITH PUERTO RICAN OFFICIALS, INCLUDING
GOVERNOR
HERNANDEZ AND SECRETARY OF COMMERCE FOLCH; WITH REPRESENTATIVES OF
THE CHAMBER OF COMMERCE OF PUERTO RICO; AND WITH OFFICIALS OF THE
USDOC FIELD OFFICE IN SAN JUAN. ALL WERE ENTHUSIASTIC ABOUT THE
PLAN AND PLEDGED THEIR ACTIVE SUPPORT. THE FOLLOWING ITEMS WERE
HIGHLIGHTED:

2. CONFERENCE OF U.S. CARIBBEAN COMMERCIAL OFFICERS. THE CONFERENCE
TO BE PROPOSED FOR APRIL, 1975 (POSSIBLY APRIL 16-18) IN SANTO DOMINGO,

THE EMBASSY ACTING AS HOST. THE PRINCIPAL THEME WOULD BE QUOTE THE
ROLE OF PUERTO RICO IN EXPANDING U.S. EXPORTS TO THE CARIBBEAN
AREA UNQUOTE; REPRESENTATIVES OF THE PUERTO RICAN GOVERNMENT AND
PRIVATE SECTOR WOULD ORGANIZE A FULL DAY'S PRESENTATION AND DIS-
CUSSION. (THE CONSENSUS WAS THAT US COMMERCIAL OFFICERS IN THE
CARIBBEAN WOULD BENEFIT FROM GREATER KNOWLEDGE OF PUERTO RICO'S
UNIQUE POSITION VIS-A-VIS US EXPORTS TO THE AREA: GEOGRAPHIC
PROXIMITY, PARTICULARLY IN AN ERA OF RISING TRANSPORTATION COSTS;
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PGODUCTS AVAILABLE WHICH IN TYPE AND QUANTITY MAY NOT INTEREST LARGE

COMPANIES IN THE CONTINENTAL US BUT CAN EASILY BE SUPPLIED FROM P.R.; AND THE INCREASING WILLINGNESS OF P.R. ACTIVELY TO COURT THE CARIBBEAN MARKET, AS WITH TRADE MISSIONS AND CLOSER COOPERATION WITH CARIBBEAN REGIONAL INSTITUTIONS.)

3. PRODUCT EXHIBITIONS. THE P.R. GOVERNMENT AND PRIVATE SECTOR WOULD ASSIST THE EMBASSY, ESPECIALLY IN RECRUITMENT OF EXHIBITING COMPANIES, WITH THE TWO EXHIBITIONS PLANNED FOR SANTO DOMINGO DURING THE FIRST HALF OF 1975: SOLAR ENERGY PRODUCTS AND TECHNOLOGY IN LATE MARCH AND FOOD PROCESSING AND PACKAGING MACHINERY AND EQUIPMENT IN MAY. THE EMBASSY, IN COOPERATION WITH THE PR OFFICE IN SANTO DOMINGO, WOULD ALSO PROMOTE DOMICAN ATTENDANCE AT THE ANNUAL HARDWARE/HOUSEWARE SHOW OF THE CARIBBEAN, SCHEDULED FEB 7 TO 9, 1975, IN SAN JUAN.
HURWITCH

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